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February 23, 2016

Dear School Nurse,

The Pennsylvania Immunization Coalition (PAIC), in partnership with 18 local immunization coalitions across Pennsylvania is preparing to launch the second phase of our **“#UDontGetIt”** campaign developed to educate teens and their parents about the importance of up-to-date adolescent immunizations.

“Phase I” of the #UDontGetIt (2015) campaign focused on educating Senior High School students and their parents throughout Pennsylvania, except for Philadelphia and Allegheny County. “Phase II” of this statewide campaign will provide approximately 700 middle schools with promotional materials – posters, postcards, videos, and promotional bracelets - to educate both teens and parents about the **3 recommended immunizations for adolescents – Tdap, Meningococcal and HPV vaccines**, recommended for students at age 11-12.

Materials have been updated to represent middle school students, girls and boys of different ethnicities. In this “Phase II,” posters and postcards will now be available in Spanish.

During February,we will be updating the #UDontGetIt materials and webpage containing valuable and helpful information ([www.UDontGetIt.org](http://www.UDontGetIt.org)). We will also begin using social media activity around the campaign theme and messaging.

**In early March, a “#UDontGetIt” toolkit of materials will be shipped to all Middle and Intermediate Schools on the attached list.** The toolkits will be addressed “Attention: School Nurse.” Please look for the materials that will be coming to you soon.

To make this promotion successful, we need your help! We have already gathered support from the Pennsylvania Department of Health and the Pennsylvania Association of School Nurses and Practitioners to increase immunizations among adolescents. We are asking each school nurse to complete the following tasks in order to maximize the effectiveness of this campaign:

1. **Share this letter with your school administrators** to educate them about the #UDontGetIt promotion and obtain their approval for the use of the materials. Be sure to share the Campaign Overview, stressing the importance of obtaining Tdap, Meningococcal and HPV vaccines starting at age 11-12. Encourage your administrators to view the short promotional video at <https://www.youtube.com/watch?v=bjN9OGnJoRI>.

To view the most recent Pennsylvania Immunization rates per County, go to <http://www.health.pa.gov/My%20Health/Immunizations/schoolimmunizationrates/Documents/2013-14%20Combined%20County%20Level.pdf>.

1. **Hang** **posters** in high visibility/traffic areas around the school. Ideally, this should be done 1-2 days before the March 16th launch date.
2. Plan to view the **1 minute, 30 second video AND/OR 1 minute audio clip** **on March 16th** during morning announcements. We’d like to share this message with as many adolescents as possible on our **statewide launch date on March 16th**.

*Depending on each school’s morning announcement procedures, you may need to provide the video and/or audio clip to each homeroom teacher.*

1. **Also on March 16th**, reinforce the promotional message by **distributing postcards and bracelets to students.** This could be done easily by setting up a table in the cafeteria or simply approaching students in high traffic areas or where they tend to congregate. Materials can be displayed and discussed at parent-teacher meeting or sporting events.

**The goal of the campaign is to educate both students and parents about the importance of recommended immunizations.**

**Contents of the Toolkit**

10 posters

100 postcards

50-100 giveaway bracelets

One DVD containing:

30 second video

1 minute, 30 second video

1 minute audio clip

Additional materials (from Phase II and previous Phase I campaign) will be available and can be ordered using the order form that will be enclosed in the toolkit.

Thank you in advance for your assistance in this campaign.

Please contact Joanne Sullivan, RN, BSN, Executive Director, Pennsylvania Immunization Coalition at [Joanne.sullivan@immunizepa.org](mailto:Joanne.sullivan@immunizepa.org) if you have questions. If your school’s name is not listed, and you would like materials sent to your school, please let us know as soon as possible.

**If you are unable to participate in this promotion, please contact Joanne Sullivan at the above address as soon as possible so we can redirect the materials designated for your school.**

Your Assistance Will Greatly Impact The Success of This Campaign!

T H A N K Y O U!